FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00041584 **Type of Permit:** FILMING **Release Date:** 06/29/2011

Production Company	LAUNCH DRTV
Insured Company Name	LAUNCH DRTV
Contact Phone No. 1	310-305-8342
Contact Phone No. 2	
Fax	310-305-8240
Address	12211 W WASHINGTON BLVD, 2ND FL LOS ANGELES, California 90066
Production Title	STEEL ABS
Type of Production	Infomercial

Producer	Amiee Lubrano
Director	Sam Najah
1st AD	N/A N/A
Production Manager	TBA TBA
FilmL.A. Coordinator	Adrian Fayad
Location Manager	Amiee Lubrano
Primary Phone	Mobile - 917-623-0978
Secondary Phone	
Location Assistant	na na
Primary Phone	Office - 000-000-0000
Secondary Phone	

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$282.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $992.00

Number of Locations 1

NOT A PERMIT

Permit #F00041584

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Summary Information — Location

Permit Number F00041584
Production Company LAUNCH DRTV
Insured Company LAUNCH DRTV
Production Title STEEL ABS

Location Manager Amiee Lubrano
Primary Phone Mobile - 917-623-0978
Secondary Phone

Location Address 100 Universal City Plaza, Los Angeles, CA, 91608

Location Type Park

Location Description UNIVERSAL STUDIOS / CITY WALK

Film Dates 6/30/2011 - 6/30/2011 08:00 - 20:00 1 day

Open or Closed to the Public Open

Generic Conditions All vehicles must be parked on private property
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document LAUNCH AA SAM.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	15
Cube Trucks	2
Generator	1

Personnel on Location

Type	Quantity
Cast	10
Crew	10
LA County Field Inspection	1
Spot Check	1

Filming Activities Camera on sticks; Equipment on property; Exterior Dialogue; Handheld equipment; Prodcut Demostration, Testimonials; Filming will take place in next to the saddle Ranch & at the Globe Fountain; People using product;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Coordinator Note SPOT CHECK FOR ACTIVITY OUTSIDE OF SADDLE RANCH ON CITY WALK PER LA CITY FIRE DEPT.

Coordinator Note LA COUNTY FIRE # 1522-51. FIELD INSPECTION REQUIRED.

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of Launch DRTV ("Principal") and am
Name of "Principal" / Production Company

authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILM L.A., INC.* for any city , county or other jurisdiction where *FILM L.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILM L.A., INC.* and any city, county or other jurisdiction where *FILM L.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILM L.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 7-28-10

By _____
Representative's Signature

SIGN HERE

Launch DRTV
Name of "Principal" (Production Company)

SAM NAJAH
Print Princpal Representative's Name

President
Representative's Title (i.e. UPM, Loc Mgr)

12211 W. Washington Blvd. 2nd Floor
Principal's Address

Los Angeles, CA 90066
City, State, Zip Code

310-305-8342
Principal's Telephone Number

INSURANCE PENDING